

A New Level for Managing Customer Interactions

Managing customer interactions is a dynamic and ever-changing challenge, demanding constant attention.

Jacada® Agent Scripting enables a new level of control in defining and managing customer interactions.

Contact centers need to respond rapidly to changing business needs and quickly retool interactions for the customer service agents. Traditionally, creating and managing the interaction has involved complex and lengthy IT development cycles, preventing the business from adapting to customer needs in real time. And more often than not, the changes are minor such as adjusting pricing, updating offers and improving best practices. This is something that a contact center manager or business analyst should be able to do quickly and as often as the business requires. Using Jacada® Agent Scripting, your customer interactions can be automated to enforce best practices, reduce training requirements and to implement and monitor compliance requirements.

A well modeled and automated interaction is designed to:

- Clearly explain what information should be relayed to the customer
- Highlight which questions to ask the customer
- Provide forms for accepting data input
- Define the call flow or path

With Jacada® Agent Scripting you can:

- Build and deploy best practice-driven customer interactions, dynamic call flows, business rules, and call scripts
- Run call flow and compliance reports describing the most frequent call types, most frequent paths through the call flow, bottlenecks and trouble spots
- "Hot deploy" new interaction in real-time; without the need for agents to log-off or for systems to be restarted
- Avoid any coding; encapsulate complex back-end transactions in reusable graphical components
- Maintain minimal training time for business analysts
- Accomplish everything through a visual drag-and-drop interface

You will immediately notice:

- Call scripts that no longer sound...scripted!
- More productive agents as they are presented with an adaptive UI that can respond to multiple points within a conversation.
- Call flows that adapt to the actual conversation with the customer instead of forcing the call flow to adapt to the system



Easy as 1-2-3

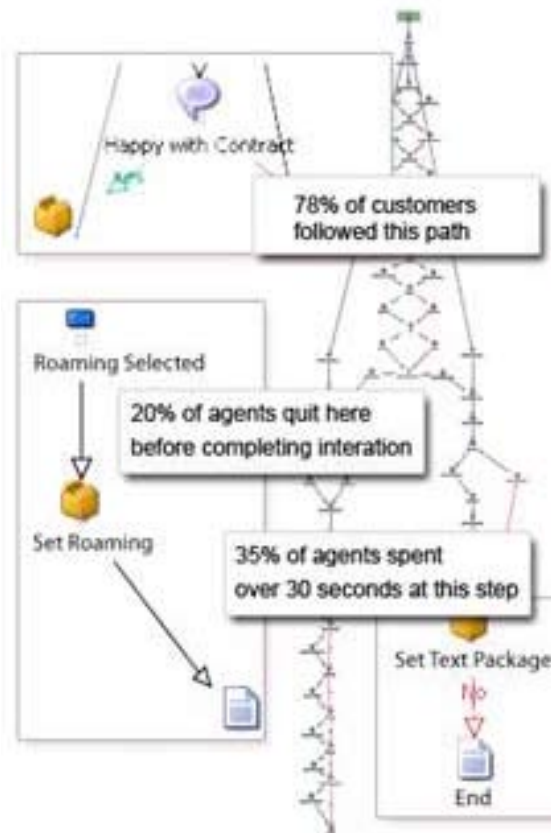
Utilizing a friendly graphical development environment, interactions are easily assembled, self-documented, versioned and published to the agent for the next call. Jacada® Agent Scripting provides an intuitive modeling environment in which subject matter experts or business analysts can create and model customer interactions in an insightful manner.



And Jacada® Agent Scripting is specifically designed to not compromise the integrity of business data, systems architecture or application code.

Jacada Agent Scripting Key Features:

- Graphical script builder – drag/drop
- Automated script testing
- Auditing and reporting
- Complex rule evaluation
- Publishing approval process
- Call summary
- Open integration
- CTI integration
- Hot deployment
- Web based runtime
- Nested scripts (Script Library)



Jacada Inc. Headquarters

400 Perimeter Center
Terrace, Suite 100
Atlanta, GA 30346 USA
Tel 770-352-1300
Fax 770-352-1313

UK & ROW

Jacada Europe Limited
81 Oxford Street, Suite 210
London, W1D 2EU
Tel +44 20 3178 4803
Fax +44 20 3178 4804

Germany

Jacada Deutschland GmbH
Pilsener Straße 9
Augsburg 86199
Tel: +49-89-3853929379
Fax: +49-89-3853929398

Israel-Middle East

11 Shankar St. Entrance 4
PO 12175, Herzliya Pituach
46725, Israel
Tel +972 (0)9 952-5900
Fax +972 (0)9 952-5959

